

## CLUB BENSON & HEDGES CREATIVE AND PRODUCTION SP

- **BACKDROPS** 20 pieces, 1 image 6' x 12'  
20 pieces, 1 image 4' x 8'  
5 pieces, 1 image 9' x 18'

All backdrops produced on 3m 8620 Scotchprint vinyl with 8931 matte laminate interior then applied to Cooley Brit material, pole pockets top and bottom, grommets as needed, 1 pc of conduit for bottom per backdrop.

- **BANNERS:** 140 of 3' x 5' banners  
140 of 4' x 6' banners

All banners are 4 c/p, 1 sided, Saturn Vinyl, trim cut, with 4 grommets (1 every foot on top only) . Individually rolled, 10 per carton.

- **COUNTER CARDS:** 36 counter cards

Counter Cards are 16 5/8" x 19 1/2", 4/0 Plus Aqueous (INK), Centura 80# Text Mounted to 50pt (STOCK). Diecut, attach easel, pack in cartons.

- **CREDENTIALS:** 1,000 each of 2  
1,500 each of 2  
4 different designs

All credentials are 2 1/4" x 3 1/4", 4/0 plus .5 Lam both sides (INK), Centura 80# Cover (STOCK). Trim laminate with 1/8" edge seal, 1 hole drill, shrinkwrap, pack in cartons.

- **SILK CREDENTIALS** 2500 silks

2500 4/c process silks w/adhesive backing, 2 1/4" x 3 1/4".

- **SURVEYOR OUTFITS:** -100 babydoll dresses with matching shorts (black, 60 green)  
-100 black vests ( 50-L, 25-XL, 25-M)

Dresses silk screened with Benson & Hedges logo. Vests embroidered with Benson & Hedges logo.

- **TABLETENTS:** 10,750 tabletents total/ 6 designs, 1800 per market

4-1/2" x 18", 12 pt CIS, 4 Color Process 1 Side & Varnish. Die cut, fold, glue, shrinkwrap, pack in cartons.

- **VIP CALLING CARDS** 7500 calling cards

7,500 cards, 10-minutes per card, 4 colors over 4, 30ml. Cost for card, long distance, reporting capabilities, signature strip.

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• **VIP 5-FOLDS** 7,500 total/ 6 designs, 1250 per market

10 panel, 3 1/4" x 10 3/4", centura gloss, folded size = 3 3/8" x 2 1/4 4 over 4 with Aqueous, three designs have 4 perfs, two designs have 3 perfs, one design has 5 perfs.

• **WRISTBANDS** 10,000 numbered wristbands

Ultra-Tag, white vinyl, custom imprint PMS 554 ink, "Club Benson & Hedges". Consecutive numbering #00001 - 40,000.

• **PRESS KITS** 2,000 press folders

9 x 12 folded piece. Two inside glued pockets, 4 over 0, with Aqueous.

• **VIDEO** 6-8 minute recap video

6-8 minute recap capturing key program elements in all markets, including artists, venues, OOH, signage, bar materials, consumers, etc.

• **WIN ME BOARDS** 3 boards listing prizes and who can enter to win

4/0 Plus Aqueous (INK), Centura 80# Text Mounted to 50pt (STOCK). Diecut, attach easel, pack in cartons.

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